## Competitor review analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Competitor review analysis | Competitor 1 | Competitor 2 | Competitor 3 | competitor 4 |
| Strengths | * Popularity * Strong finance * Customer loyalty * International trade * Well known brand recognition * Packaging * Extensive bottling system * Variety | * Well known brand recognition * Diversification * Distribution * Strong market position * Strong growth in revenues and profits | * Value * Variety * Well established target market * Differentiation | * Market leadership * Strong brand recognition * Successful promotions * Well targeted campaigns * High consumer brand awareness * Strong brand identity |
| Weakness | * Health issues | * Business concentration * Health issues | * Considered a new brand * Low brand awareness * Low brand value * Only existent in Australia and Singapore | * Small product base * Health issues * Costs * Above average prices * Inexperience |
| Opportunities | * Lots of successful brands to further * Buy out competition * More brand recognition * Advertise less popular products * Extensive target market | * Growing bottled water market * Strong alliances | * Strong economic growth * Large investments in Singapore | * Extension of product line * Expansion * Hardcore advertising and promotions * New ventures |
| Threats | * Consumers changing attitudes towards health * Other alternative beverages * Legal issues * Health ministers | * Consumers changing attitudes towards health * Other alternative beverages * High oil prices | * Stiff competition * Health ministers * Consumers changing attitudes towards health | * Health concerns * Consumers changing attitudes towards health |